

REMARKS

Claims 1-5 stand rejected under 35 USC §103(a) as being unpatentable over Freedman in view of Fernandes. Applicant has cancelled claims 1-5.

Claims 6-13 stand rejected under 35 USC §103(a) as being unpatentable over Ellis in view of Balderrama. Applicant has amended claims 6, 8, 9, 10, 12, and 13, and cancelled claim 11.

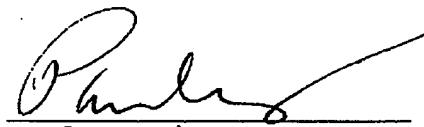
Ellis discloses a method of using idle processing power of computers connected to the Internet to perform searches.

Balderrama discloses a manager's station for collecting and analyzing data from POS terminals.

There is no teaching or suggestion in either reference for combining the teachings of Balderrama with those of Ellis to produce a system and method that includes a control processor which configures POS terminals, which normally operate in a first mode to process transactions, in a second mode for analyzing bulk customer transaction history data.

There is no teaching or suggestion in either reference to combine analysis of bulk customer transaction history data by plurality of POS terminals operating in the second mode with trend analysis performed by a control processor.

In view of the foregoing remarks, Applicant respectfully requests that claims 6-10, and 12-13 be allowed.



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